

United Way of Northwest Louisiana

820 Jordan Street, Suite 370
Shreveport, LA 71101
(318) 677-2504

www.unitedwaynwla.org



December 3, 2018

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: WC Docket No. 18-336 and CC Docket No. 92-105 regarding the National Suicide Hotline Improvement Act of 2018.

Dear Madam,

The United Way of Northwest Louisiana appreciates the opportunity to comment on the current effort undertaken by the Federal Communications Commission to study the feasibility of designating a three-digit number to the National Suicide Hotline and to assess the effectiveness of the current National Suicide Prevention Lifeline. In the ten parishes of northwest Louisiana our United Way is fighting for the health, education and financial stability of our citizens by investing in 211 and Bank-On Northwest Louisiana and the Dolly Parton Imagination Library.

We acknowledge efforts are needed to create a safe place for all people to call – especially underserved or marginalized populations such as seniors, people with physical or intellectual disabilities, people that identify as LGBTQ+, Veterans, American Natives, non-English speakers, and individuals facing complex problems such as substance/opioid use, human trafficking, and domestic violence. Our organization has ninety-eight year history of reaching out to the underserved and today we partner with over five hundred businesses, thirty-five nonprofit agencies, as well as numerous governmental stakeholders to drive systemic changes to solve our community's toughest problems like mental health and crisis.

We encourage the FCC to consider our 211 work here in northwest Louisiana as a vital partner in increasing access to suicide prevention and intervention services. Since the FCC designation of 211 in 2000, we have invested \$300,000 to the success of 211 and answer 9200 requests for help each year. Moreover, each year our United Way invests more than \$1,200,000 in mental health, substance use, health, education, and other financial stability services. These critical investments position us to be key partners in the success of an improved mental health and crisis response system.

Another three-digit code may erode the simplicity of a single point of access for community help. Despite concerted efforts by numerous social services, and multiple hotlines, in our community to educate and market the distinctions, a person in crisis will likely always reach for the most familiar or most accessible number. Our 211 receives calls that are better suited for 911, and our 911 partners often receive calls that we can best answer.

GIVE. ADVOCATE. VOLUNTEER.

United Way of Northwest Louisiana fights for the health, education,
financial stability and essential needs of every person in every community.

United Way of Northwest Louisiana

820 Jordan Street, Suite 370
Shreveport, LA 71101
(318) 677-2504

www.unitedwaynwla.org



We recommend that resources should be invested to improve a unified single point of access with a blended partnership of the National Suicide Prevention Lifeline and United Way's 211 services. We believe in the power of partnership to address gaps, not duplicate services, and will be a valuable partner in the fight against suicide.

You can learn more about our work at www.unitedwaynwla.org and can reach my office for additional questions or discussion at [insert office number]. Thank you for your time in addressing this important issue and for your consideration.

Sincerely,

Bruce G. Willson, Jr., CFRE

President & CEO

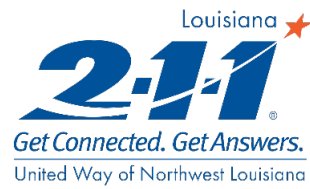
GIVE. ADVOCATE. VOLUNTEER.

United Way of Northwest Louisiana fights for the health, education,
financial stability and essential needs of every person in every community.

United Way of Northwest Louisiana

820 Jordan Street, Suite 370
Shreveport, LA 71101
(318) 677-2504

www.unitedwaynwla.org



GIVE. ADVOCATE. VOLUNTEER.

United Way of Northwest Louisiana fights for the health, education,
financial stability and essential needs of every person in every community.